

The International Housewares Association
presents

Affordable Innovation



A preview of well-known housewares brands
and innovative new products

Tuesday, October 14, 2014 | New York Hilton Midtown

Affordable Innovation

The housewares items on display at the Affordable Innovation media event are examples of new products that feature design and innovation, yet at an affordable price. The consumer demands value but is not willing to compromise on design. These products illustrate how housewares suppliers are meeting this demand. The product descriptions were provided by the exhibitors. Please contact the company for more product information and photos. The company's media contact is provided.

The descriptions, photos and demonstration videos will be posted in the Press section on www.housewares.org for the next year.

PRODUCT CATEGORY INDEX

BATHROOM

Krevare LLC

CLEANING

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FreshWave by OMI Industries
Nice-Pak Products, Inc.
Scrub Daddy, Inc.

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The Green Garmento Inc.

COOK & BAKEWARE

Anchor Hocking Glass
Zippy Pop, Inc.

FOOD PREP & UTENSILS

Anchor Hocking Glass
Casabella Holdings LLC
iDevices LLC
Prepara
Tailor Made Products, Inc.

HARDWARE

Kikkerland Design Inc.

HOME DÉCOR

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Miumaru USA Corporation

KIDS

Compac Industries, Inc.
Precidio Design Inc.

KITCHEN ELECTRICS

Bonavita
Precidio Design Inc.
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Zojirushi America Corp.

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PERSONAL CARE

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InterDesign, Inc.
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TABLETOP & SERVEWARE

Anchor Hocking Glass
Base Brands
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Intelligent Lids
Precidio Design Inc.
ProWine Products / Studio div
Ozem Corp.
Tiger Corporation
Zojirushi America Corp.

T ANCHOR HOCKING GLASS

Baked by FireKing®

The Fire King® line from Baked expands with new items including a 2-cup Measuring Cup, 9.5" Pie Plate, 5-oz Measuring Glass and 4-Piece Bake Set with Bonus. Inspired by product in the Anchor Hocking archive, the updated design features a ribbed pattern around the outside of the baking dishes and mixing bowls and all the products are embossed with the Baked by Fire King logo. The Bakeware Set comprises a 3-qt Baking Dish, 4-qt Mixing Bowl, Baked Brownie Mix, Mini Baked Recipe Book and bonus 5-oz Measuring Glass. The set is a must have for the baking enthusiast. Suggested retail is \$24.99.



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3-Piece Pie & Tote Set

Anchor Hocking adds an easy to carry tote to the newly introduced Pie Plate with Expandable Lid. The Deep Pie Plate features a wide flute edge that allows crust to look beautiful when serving. The 9.5" diameter and deep sides allow for generously sized pies. The expandable lid fits snugly on to the pie plate, keeping foods fresh, and expands for those who have mounds of meringue or cream. An easy to carry tote with a retro motif allows consumers to take pies to parties without fear of spilling. The tote will also accommodate a 2-qt casserole or large bowl.



Vintage Milk Bottle

Anchor Hocking adds a Milk Bottle assortment to its collection of vintage drinkware. Reminiscent of the old-fashioned style bottle left on door steps in the '50s, the 16-oz bottles come in three types: one features an embossed "anchor," the second sports a silicone lid to keep drinks from spilling and the third is a basic bottle. They are a great accent piece to the "Farm to table" look that is popular today. Perfect for individual servings of milk or any drink. Use as a vase for a small arrangement of flowers or fill it with candy as the perfect party favor!

Balance & Gala Stemware by Stolzle

Stolzle Balance Series was designed to improve the functionality of the piece with a reduced stem length and a bowl proportion that keeps the distinctive wine performance of the glasses. The Balance series is fire-tempered for increased durability and includes a 10-oz White Wine and 15-oz Red Wine. Handsomely packed in a 2-Piece Set, Balance will be available December 1, 2014. Suggested retail prices range from \$9.99-\$12.99. The Gala offering includes a generously sized 16-oz White Wine and 22-oz Red Wine. Suggested retail price for the promotional four piece plus bonus two \$24.99-\$29.99. The 4-2 Bonus will be available December 1, 2014.

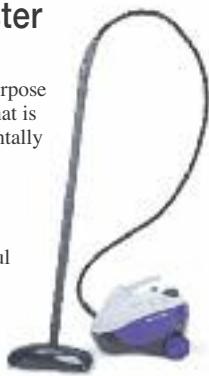


ANVID PRODUCTS, INC.

Eco Pro Canister Steamer

The Eco Pro is a multipurpose steam cleaning system that is a natural and environmentally safe alternative to using harsh chemical cleaning products to sanitize and deodorize everywhere in your home. This powerful steamer provides 1500 watts of professional steam pressure up to 4 BAR, is ready in minutes. The 23-pc accessory kit includes

attachments that are useful for every household cleaning job. You can clean floors, counters, bathrooms, windows, walls and the list goes on. Steam up to 40 minutes on high steam with just one fill. There are advanced controls for steam output and requires no assembly.



Sienna Aqua Fusion

Aqua Fusion Steam Mop - an ultra-low profile floor cleaner with triangular swivel head that cleans and sanitizes every nook and cranny in the home. It steams, cleans, sanitizes and attacks dirt using only water - leaving no chemical residue or odor behind; a built in filter ensures a longer life for the unit. Cleaning with steam has been proven to kill 99.9% of germs and bacteria. It easily switches from steaming hard floors to freshening and sanitizing carpets using the included carpet glider. Comes in four colors: Dazzling Blue, Caribbean Sea, Lime Green and Coral, with an MSRP of \$129.99.



Sienna Visio Window Steam Cleaner

Visio Window Steam Cleaner is a lightweight, easy-to-use handheld, multi-purpose electric steam cleaner that gives you crystal-clear, streak-free results in a fraction of the time and without the use of any harsh chemicals. The Visio is fast and efficient and a 23-foot cord provides excellent range and mobility, reducing the cost and the amount of time normally needed to clean windows (and other surfaces). It powers through dirt and grime on household windows, glass, mirrors, window casings, sinks and much more, completely sanitizing the house using only water and leaving no chemical residue behind. MSRP \$99.



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BASE BRANDS

Reduce™ Growlers

As the craft beer trend grows, Reduce™ presents a new collection of best-of-the-best growlers. Created for filling with your favorite craft beer, these eco-friendly 64-oz. reusable containers feature Reduce's Fire + Ice™ double-wall, vacuum-insulated design. There are two openings for easy filling, cleaning and pouring. Although designed for cold craft beverages, they can also be used for hot drinks such as coffee and tea, keeping beverages hot or cold for 12 to 24 hours. Silicone sealing lids trap carbonation to keep beer fresher, longer. BPA free. Available in Black or Stainless finish. \$49.99. December 2014 at www.reduceeveryday.com



Reduce™ Frost Fire + Ice™ 16-oz. Bottle

A cool design for cold beverages, from iced coffee or tea to juice, lemonade, infused water and more. The Frost 16-oz. Bottle is double-wall vacuum-insulated and features Reduce™ Fire + Ice™ technology that offers the ultimate insulation, keeping drinks cold (or hot) for up to 6 hours. Fits in standard car cup holders. Secure, threaded spout is attached to lid so it won't get lost. Ties into multiple consumer trends including cold beverages and eco-friendly reusable bottles. BPA free. Comes in three cool metallic colors - blue, green or red - with white accents. \$14.99. November 2014 at www.reduceeveryday.com



Reduce™ Gripster Double Wall 12-oz. Bottle

Twice as nice: the popular Gripster is now available in a new double wall insulated design for more comfort, utility and style. This 12-oz. bottle with flip straw keeps your beverages cold for 2 to 3 hours, so it's ready when you are. Tapered shape and comfortable rubber grip make it easy to hold. Wide mouth makes it easy to add ice or to clean. BPA free, in three two-toned color choices: blue/turquoise, pink/cherry, and yellow/green. Reusable for eco-friendly appeal. Dishwasher safe on top rack. \$8.99. December 2014 at www.reduceeveryday.com



Reduce™ Dash Holiday Tumbler



Make a dash for the holidays with colorful new Holiday Dash Tumblers, available in six festive designs in bright red, green and blue. Stylish, seasonal graphics combine with stainless steel accents for a trendy look that stands out in a crowd. Great for hot or cold beverages—from coffee, tea and hot chocolate to cold drinks such as egg nog, apple cider and water—they feature double-wall insulation that keeps drinks at the perfect temperature over time. They fit in standard car cup holders, and snap open and shut to prevent spills. BPA-free. Dishwasher safe. \$7.99. October 2014 at www.reduceeveryday.com

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BONAVITA

Bonavita 1900TS 8-cup Coffee Brewer

Bonavita is committed to bringing the highest level of coffee brewing technology to their brewers, while keeping the experience simple and easy to understand. The new BV1900TS offers an optional pre-infusion mode that allows the coffee to degas before brewing begins, and addresses Bonavita's interest in helping consumers understand the importance of using fresh coffee, ground just before brewing. It also features a larger showerhead for even saturation of the coffee

and a new, flat-bottom filter basket, together creating the perfect environment for brewing a fine cup of coffee. The durable, stainless steel thermal carafe promotes leisurely enjoyment of your favorite brew.



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Bonavita 1500TS 5-cup Coffee Brewer

This 5-cup brewer brings the powerful and precise engineering of the 8-cup BV1900TS to a smaller footprint and volume, making the BV1500TS perfect for smaller kitchens and those who want a great brew, just a little less volume. The brewer has the same pre-infusion feature as the BV1900TS, which allows freshly roasted and ground coffee to degas before brewing, along with a showerhead and filter basket optimized for smaller batches (3-5 cups). The powerful 1100-watt heater ensures the proper water temperature, critical in extracting the best flavors the coffee has to offer, and the stainless steel thermal carafe facilitates leisurely enjoyment.



(presets), this kettle is perfect for making just-right and not too hot "kid's cocoa." Whether it's your first cup of brew in the morning or an end-of-day winter chill eraser, its sleek and compact design dresses up the kitchen counter or the home bar beautifully for entertaining.



Bonavita BV4000IDV2 Wide-Base Immersion Dripper

Perfect for brewing a single cup, the Immersion Dripper allows for precise control of the water to coffee or tea contact time. For coffee, the result is much like a French Press, but with the added benefit of filtration to produce a "cleaner" cup. For tea, it's a resulting liquor that is as clean and evenly steeped as the finest teapot can produce. Its porcelain construction is great for durability and heat retention during brewing and steeping, and the on/off lever keeps your brew ensconced until you are ready to enjoy. The lid retains heat during brewing and can be used as a coaster after completion.



Bonavita BV382510V 1.0 Liter Digital Variable Temperature Gooseneck Kettle

The Bonavita Digital Variable Temperature Gooseneck Kettle is known for the expert, elegant pour control its design produces. It's a kitchen staple for making coffee, tea and such kitchen tasks as filling a pot with boiling water for pasta. With the ability to set your own desired temperature (also comes with six

LUIGI BORMIOLI CORP.

Supremo

Our Supremo stemware collection is Luigi Bormioli's luxury line designed with an elegant bowl shape, uniquely crafted to emphasize and develop the wine's aroma and flavor to enhance the wine's characteristics to their fullest. The synergy of each element comes together to form a masterpiece as the chimney, conical shape, convex surface and epicure all work in concert to bring the ultimate level of enjoyment to the wine experience. This six-piece collection consists of: 22-oz.

Burgundy, 18.5-oz. Bordeaux, 15.25-oz. Chianti/Pinot Grigio, 11.75-oz. Chardonnay, 8-oz. Champagne and 15.25-oz. Pinot Nero Stemless.



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CASABELLA HOLDINGS LLC

Guac Lock

Guac-Lock is the first container on the market with a design that ensures an air-tight seal and prevents oxidation to store fresh guacamole without it turning brown. The sleek design's push-up mechanism to keep the guacamole near the top not only prevents browning but also has the added benefit of making the container always appear full when serving. An additional accessory tray transforms the Guac-Lock into a chip and dip serving piece. This versatile storage container is perfect for a variety of dips, ensuring a full, fresh bowl at every use.



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COMPAC INDUSTRIES, INC.

Baby Buddy – 360 Toothbrush

The innovative 360 Toothbrush allows children to clean the whole mouth at once! Soft and hygienic, with 10x the bristles and better plaque removal than other toothbrushes, the "360" has two sizes to carry children from toddler through pre-teen years.



Baby Buddy – Tooth Tissues

Tooth Tissues® are soft, all-natural wipes developed by dentists and used to help build good oral care habits early in life. A Certified Natural Product, these single-use wipes are fluoride and paraben free, made of bamboo with a xylitol blend.



Baby Buddy – Wipe-N-Brush

The Wipe-N-Brush takes the bite out of teething and is designed to use with a dental wipe like Tooth Tissues®. Parents

wrap a wipe around a finger and insert into brush to clean mouth and gums. Includes a single-count Tooth Tissues® pack.



Baby Buddy – Baby's 1st Toothbrush

Our best-selling Baby Buddy item, Baby's 1st Toothbrush is truly the first toothbrush that a baby will use and control. Invented by a pediatric dentist, its unique design and silicone composition allows for children to keep their teeth and gums clean as they chew. Children learn to enjoy brushing their teeth from an early age. Moreover, Baby's 1st Toothbrush is great for teething and may be chilled in the freezer. Clean in the sterilizer or dishwasher.



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FRESHWAVE BY OMI INDUSTRIES

Odor Takedown Challenge



"What's with the Fresh Wave laboratory?!" Tackle the Odor Takedown Challenge for yourself and see just how effective Fresh Wave is at eliminating any odor imaginable! The folks from Fresh Wave will also be showcasing their Fresh Pod designed to eliminate odors from small spaces – it's especially suited to the underside of garbage can and diaper pail lids. There's nothing on the market that works like Fresh Wave, because nothing else on the market actually works. Ditch all the harsh, harmful chemical competitors with their phony masking fragrances...turn to the power of nature with Fresh Wave natural odor eliminators.

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THE GREEN GARMENTO INC.

The OrGREENizer Set

From "The Shark Tank" to store shelves, The Green Garmento introduces a new way to organize and green your dry cleaning and laundry routine. This stunningly packaged set includes a colorful all-in-one reusable dry cleaning bag and matching FeatherLight EcoStand. The innovative hamper stand may not change your life, but it will make it a little bit easier. This lightweight, portable, recyclable stand breaks design barriers while blending with any décor. The matching bag fits snugly into the stand and magically morphs from a laundry bag to duffel bag to garment bag.



The GARGANTOTE



From "The Shark Tank" to store shelves, the female-owned Green Garmento introduces the ultimate solution for laundry, storage and organization. The new GARGANTOTE looks like a tote and works like a basket and brings organizational bliss to the home, office, garage, dorm and car. This expandable marvel combines the ease of a tote with the size of a laundry bag and the structure of a basket, this perfect combination makes laundry transport a cinch and helps keep neatly folded items in place. The outer mesh pocket and clear window for storage labels makes it your new best friend forever.

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iDEVICES LLC

Kitchen Thermometer Mini



The Kitchen Thermometer mini is an ultra-compact, Bluetooth Smart cooking thermometer that lets you know when your food is ready to take out of the oven, from your mobile device. Track a single temperature through the iDevices Connected app, complete with dozens of preset temperature alarms, and receive an alert from your mobile phone or tablet once your food is ready to enjoy. Start Cooking With Confidence.

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iGrill Mini



The iGrill mini is an essential gadget for any level griller or smoker. With this Bluetooth Smart grilling thermometer and free iDevices Connected app, you'll know when your food is ready to take off the grates from an alert on your mobile device. Choose from a list of preset temperature alarms based on what you're grilling and leave your iGrill mini by the side of your grill or smoker. With a 150-foot Bluetooth Smart range, you can get back to your guests with the comfort of knowing you'll receive an alert on your phone or tablet once your food is ready.

INTELLIGENT LIDS

Intelligent LIDS

Intelligent LIDS are one-piece, stylish lids for everyday use of mason jars. Made in the USA, they are BPA, BPS and phthalate free. They come in two styles, Drink Lids or



Storage Lids; two sizes, Regular and Wide; and in 9 colors! You can use the Drink Lid with or without a straw and they are suitable for use with hot or cold contents. iLIDS are dishwasher safe.

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INTERDESIGN, INC.

Ellis Soft Storage

InterDesign's Ellis Hand-Knit Storage collection is versatile for every room in your home! This collection offers 6 different shapes and sizes of hand-knit bins. These multi-use bins allow you to customize your storage needs, as they are great for holding accessories, toys, clothing, books and so much more! Ellis Hand-Knit Bins can be used in various rooms throughout your home, from the bathroom or closet to the office or living room. The round bins feature a fabric hook for hanging—perfect for the nursery. Made of 100% polypropylene, they are machine washable for easy care.



Jewelry Organizers

Organize rings, bracelets, necklaces and all of your accessories with InterDesign Jewelry Drawers. These drawers are available in several configurations that allow you to maximize your countertop storage. They can be stacked on top of each other to create customized organization or, if less space is available, the 3-Drawer Slim or the 4-Drawer Flip Tower work great! These drawers are perfect for countertop storage, underneath the vanity or on top of a dresser. Each drawer has chrome plated knobs and black felt lining to showcase your jewelry and provide a soft space when not in use.



Vanity Organizers

InterDesign Bath & Vanity Organizers come in a wide variety of shapes and sizes that provide endless storage solutions. These organizers are great for storing cosmetics, hair accessories, and other bathroom essentials on your countertop or vanity. The drawers feature a top shelf to store larger items like brushes and bottles, while the cosmetic organizers feature multiple compartments for lipsticks, makeup applicators and more. Made of durable plastic with chrome plated knobs, these vanity organizers can also stack on top of each other, so you can mix and match to create a customized organizational system.



York Lyra Vanity

InterDesign's York Lyra Vanity collection brings elegance to your bathroom vanity. These organizers have a classic design and are available in a variety of formats to suit your storage needs. The trays are perfect for storing make-up, perfumes and accessories, while the vanity dish can double as a jewelry holder or soap dish. The hair drying and flat iron holder keeps your styling tools ready to use, and the canister stylishly stores cotton swabs and other small items. The York Lyra collection features a steel frame and a removable plastic insert that is easy to clean.



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KIKKERLAND DESIGN INC.

RHINO II Tall Folding Step Stool



The new and improved patented Kikkerland RHINO Folding Step Stool

(item#ZZ14-BK) is now available in a tall version! Not only does it give you an extra step up, the Rhino Tall Folding Stool makes great extra seating indoors or out. The Rhino stores flat and unfolds to a secure locking position and holds up to 400 lbs. MSRP \$24.95

Switch Light

Stylish and modern campers? The Switch Light (item#LP51) is a sleek and useful light for your bedside table, bathroom or dark corners that you don't want to permanently mount a light. This unique lamp can be used on its side or standing. It also makes a fun coffee table accessory. MSRP \$19.95



Bedside Bunk Table

A table when you need one, the Kikkerland Bedside Bunk Table slips under your mattress for use as a side table and folds away for easy storage. The table holds up to 20 lbs and can also be used as a display stand for iPads and Android tablets. MSRP \$24.99



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KREVARE LLC

SOAPSEAT by Krevare



Finally, the perfect soap dish! We've blended beautiful design with superior function. SOAPSEAT never fills with water so your soap can dry and last longer saving you money. Your soap will never sit in a pool of water again. Cleaning is easy since the removable top tray is dishwasher safe. Say goodbye to the build-up of germs and bacteria. The adjustable legs allow SOAPSEAT to be placed on uneven surfaces like at a raised rim sink or on the rounded edge of a tub. The soft silicone feet aid with grip and protect expensive bathroom surfaces. No more rust stains!

SOAPTAINER by Krevare



If you're tired of the constant mess and hassle of refilling your built-in soap dispenser then Krevare has the only solution! The SOAPTAINER. SOAPTAINER is a compact under-counter container that connects to your existing built-in soap dispenser. It conveniently tilts out for easy funnel-free refills and stores over a gallon of soap so you can go for months to a year before refilling! Save money by buying bulk gallon size refills. Always see the soap level so you know when to buy more. Never run out of soap again. Only 5 minutes to install!

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MISUMARU USA CORPORATION

GiftMate Drawstring Gift Bags

Consumers are always on the lookout for decorative and interesting specialty bag solutions. He Misumaru GiftMate drawstring gift bag, with its eye-catching colorful designs and drawstring ribbon tie, is a simple, easy way to beautifully wrap gifts that are fashionable, stylish and striking. Each gift bag features a built-in drawstring ribbon that can be easily pulled to close the bags and can be tied to create an attractive bow. No tape or cutting is required. GiftMate gift bags are strong and durable and can be used again and again.



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NICE-PAK PRODUCTS, INC.

GRIME Boss® Scrubbing Household Disinfecting Wipes

Made from 100% renewable fibers, the GRIME BOSS® Scrubbing Household Disinfecting Wipes feature a textured design that removes stubborn grime and dirt and kills 99% of germs in just 15 seconds. The bleach-free, extra-large wipes are stronger and sturdier than other wipes on the market and they clean tough germy spots that regular wipes can't handle. The Scrubbing wipes are created to make short work of kitchen and bathroom cleaning. The wipes are sold in packs of 72 and retail for \$5.99 at Bed Bath & Beyond.



GRIME Boss® Stove Wipes

The GRIME BOSS® Stove Wipes cut through grease and baked on foods on the stove top and on stove hoods quickly taking the heavy work out of kitchen cleaning. The textured side of the wipe scrubs off baked-on messes without scratching and the other side wipes away grease. The stove wipes are a must-have during high cooking periods such as the holidays or when guests are in town. They are sold in packs of 20 and retail for \$3.99.



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PRECIDIO DESIGN INC.

MultiFlask

Move over expensive smoothies and juicers, there's a better, easier way to bring healthy drinks on the go—The Multi Flask by Precidio. This complete drinking system allows you to create healthy, delicious fruit-infused drinks, power shakes and sports drinks, filtered drinks and all forms of hot and cold beverages in your best flavors. Equipped with a glass inner for hot beverages, a plastic inner that can be insulated or not for cool drinks, an infuser and a novel agitator cap for powder drinks, Multi Flask is the purest way to drink healthy. The one-flask-six-functions system is dishwasher safe.



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Juice in the Box



Juice in the Box is the ultimate travel drink box. It's spill-proof, fits into most lunch boxes and is made of the highest, safest and most durable material - and can be reused 1,000 times over. Now mom can send low-sugar, healthy drinks to school and kids will love drinking out of the fun box. Plus, we save on the hundreds of billions of juiceboxes discarded to landfills each year. Better for you and better for the environment. Juice in the Box comes in five fun-filled colors - green, orange, pink, red and blue.

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PURE Glass Bottle

Glass is one of the purest products to drink from - it's 100% BPA and phthalate free. However, if it breaks it's messy and unsafe - UNTIL NOW. The PURE SAFE-SHELL reusable water bottle has a revolutionary coating that enhances the durability of the bottle, and, if broken, keeps the liquid and shards of glass contained within the coating. The color-coordinated top covers the drinking spout so it stays clean and the easy to use carry handle locks the top in place to insure a no-leak cap when the bottle is at any angle. Available in two sizes – 20-oz. and 12-oz.



PREPARA

EVAK Glass Storage Container

Air takes out the freshness, so EVAK takes out the air. The longer your food is exposed to air, the faster it loses flavor. Glass containers with air-tight lids trap stale air in with your food. Evacuate the air and keep your food fresher, longer. Our twin-valve system automatically forces the air out as you push down the lid, and lets you easily pull up and remove the lid. It's so simple, just push down, then pull up; no buttons or levers. Perfect for coffee, tea, dried fruits, granola or herbs. Small holds $\frac{1}{2}$ -lb of coffee, large holds 1-lb.



EVAK Spice Glass Storage Container

Air takes out the freshness, so EVAK takes out the air. The longer your food is exposed to air, the faster it loses flavor. Glass containers with air-tight lids are readily available, but they trap stale air in with your precious spices. Evacuate the air and keep your spices fresher, longer. Our twin-valve system automatically forces the air out as you push down the lid, and lets you easily pull up and remove the lid. It's so simple, just push down, then pull up; no buttons or levers. Holds 6.6 ounces.



EVAK Spoons

The perfect accessory for EVAK! These stainless steel spoons allow for easy scooping of tea from the EVAK Glass Storage Container. Available in 2 sizes: for use with 1-lb (5.75-cup) and $\frac{1}{2}$ -lb (3-cup) EVAK glass.



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T PROWINE PRODUCTS / STUDIO DIV OZEM CORP.

little wine™

What on earth could soda machines have to do with wine? A lot. The patent-pending little wine™ preservation/dispensing system offers optional CO2 cylinder connection - without worry of carbonation. Compact little wine™ is an easy, cost-effective, wonderfully convenient way to serve and extend the life of your opened bottles without hassle. No repeated vacuum pumping or needle-stuffing between glasses. Just push the Bottle Head into the bottle's neck, then press a button to fill glasses! It will even fit in the condiment shelf of your refrigerator. Wines keep for a couple weeks – plenty of time to enjoy them!



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T SCRUB DADDY, INC.

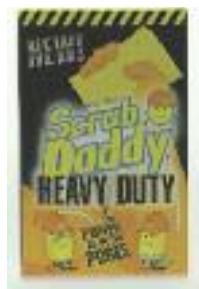
Scrub Daddy



I'm a scratch-free cleaning tool that can tackle any household job. Control my FlexTexture™ by simply adjusting your water temperature. In warm water, I'm soft and absorbent for gentle cleaning. Cool water makes me firm for coarse scrubbing. I rinse clean and won't cling to debris, so I keep looking clean and bright! I even smell fresh after weeks of use. Hold me on your fingertips to zip thru dishes and cleanup, and my smile cleans both sides of any utensil. It's no wonder I'm America's Favorite Sponge®! Enjoy my clean, Lemon Fresh scent or organize your cleaning with my new Colors!

Scrub Daddy Heavy Duty

The Power is in the pores! Scrub Daddy Heavy Duty removes many stains and debris with just water, so you can minimize your use of harsh cleaning agents. Plus, it's safe to use with most common cleaners and is certified scratch-free on surfaces from plastics to fine wood finishes. Scrub Daddy Heavy Duty fits great in the hand and is the perfect size for hard to remove debris, or cut it into small pieces for more detailed work. Scrub Daddy Heavy Duty is the perfect tool to clean your boats, counters, fixtures, outdoor furniture, car exterior, wheels and more!



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www.getscrubdaddy.com

TAILOR MADE PRODUCTS, INC.



Crisp™ is a bold, new collection of over 27 fruit and vegetable cooking tools that transform tedious kitchen prep to a world of delicious possibilities, uniquely engineered to save time, ensure great results and provide an enjoyable food prepping experience. Developed by award-winning housewares designers, these tools feature gracefully contoured handles, angled blades and above-and-beyond features that give you the confidence and inspiration to take your cooking further and make every day food prep more fun. All about solving everyday problems, Crisp™ tools blend clean looks and superior function and are refined by a panel of exceptional cooks.

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Crisp™ Complete Citrus Tool

The Crisp™ Complete Citrus Tool effortlessly performs four different functions, allowing you



to add the perfect finishing touch to your recipe or cocktail with lemons, limes, oranges and more using one tool. The tool comes complete with a zester, scoring blade, garnish knife and fine zester blade that rotates out and stores safely in the handle. The contoured, soft grip handle design allows for a tight and comfortable grasp. Like all Crisp™ tools, the Complete Citrus Tool is dishwasher safe and can be purchased at CrispCooking.com.

Crisp™ Complete Avocado Tool

Avocados can be the most difficult to prepare, whether struggling to pit or slice evenly. The



Crisp™ Complete Avocado Tool is designed for easy cutting and uniform slices. The high quality, stainless steel cutting wires and scoop move through an avocado like butter. Stored safely in the soft-touch easy-to-use handle, a wavy knife for pitting rotates out when needed. Like all Crisp™ tools, the Complete Avocado Tool is dishwasher safe and can be purchased at CrispCooking.com.

Crisp™ Wavy Knife

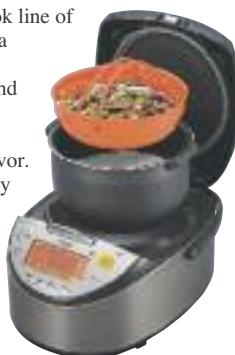
Ideal for decorative cutting, the Crisp™ Wavy Knife works wonders on carrots, cucumbers and potatoes for creative and personalized prep turning an ordinary platter of fruits or vegetables into an extraordinary showcase of elegance and food design fit for a formal affair. The contoured, soft-touch handle ensures a steady grip and the offset blade allows plenty of cutting room. The knife's wavy edge is designed with sharp, high-quality stainless steel and comes with a safety cover for storage. Like all Crisp™ tools, the Wavy Knife is dishwasher safe and can be purchased at CrispCooking.com.



TIGER CORPORATION

Tiger tacook Rice Cookers

Tiger's exclusive tacook line of Rice Cookers features a "synchro-cooking" function to cook rice and side dishes at the same time while keeping the integrity of the rice flavor. This is accomplished by using the included cooking plate on top of the inner pot. Tiger Corporation's JKT-S and JAX-T cookers are both tacook Rice Cookers and will complement any kitchen with their black and stainless exterior. 5.5-cup and 10-cup models available. MSRP starts at \$270.



Tiger PDU-A Electric Water Heater Series

The sleek stainless and black Electric Water Heater PDU-A from Tiger Corporation is an easy way to keep water hot for tea and other beverages or for using in your favorite recipes. Now hot water is available with the soft touch of a lever at exactly the temperature that you set. Four pre-programmed temperature settings assure your favorite drink will be ready when you are. Additional features are an energy saving setting, safety shut-off and spill/leak protection. Three sizes are available: 3.0L/4.0L/5.0L. MSRP starts at \$200.



Tiger JAJ-A55U 3-Cup Rice Cooker

The JAJ-A55U 3-Cup Rice Cooker from Tiger Corporation has a modern square design and is available in pink or white. This is a tacook rice cooker and can make risottos, soups and even cakes without the bother of heating up an oven or stove. The drop-down front panel reveals the micro-computerized menu settings. Exclusive cookbook is included. MSRP: \$155.



Tiger MMY-A Stainless Steel Bottle

Tiger Corporation introduces the new MMY-A series stainless steel bottle for hot or cold beverages. This ultra-light bottle (20% lighter than previous bottles) has Tiger's exclusive Super Clean Plus interior that is tough against stains and odors. The MMY-A bottle has a convenient one-push open lid to easily enjoy beverages while on the go. Color choices are red, brown, white, or clear stainless. MSRP starts at \$35.

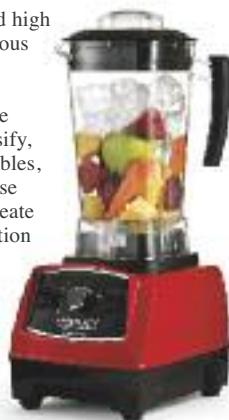


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T TOASTESS INTERNATIONAL

Harley Pasternak Power Blender

The Harley Pasternak Blender is a versatile and high performance tool that helps you prepare nutritious meals quickly and easily. The unique 8 blade blending system comes with 4 sawtooth and 4 ultra-sharp angled blades and a 2-litre BPA-free Tritan Vortex-shaped Jar to blend, crush, emulsify, chop, puree and liquefy WHOLE fruits, vegetables, ice and more. The Variable Speed Dial and Pulse feature allow you to prepare ingredients and create recipes to your exact specifications. Using friction heat, you can prepare HOT foods, including soups and sauces, in minutes. The Blender is equipped with 30,000 RPM, 2 Horse Power and 1500 watt motor.



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T ZIPPY POP, INC.

Zippy Pop

Zippy Pop is a stovetop snack maker with a newly patented tumbling mechanism. You can add butter, chocolate, marshmallows, shredded cheese and other seasonings directly into the snack maker where the mechanism will tumble all the ingredients to evenly coat your snacks. Think... S'mores popcorn! Cheesy Garlic Popcorn! Spicy Roasted Nuts! Lemon Popcorn! Honey Cayenne Snack Mix! Zippy can even roast coffee beans! You are only limited by your own imagination! Available in 4-qt. and 5.5-qt sizes in Aluminum Non-Stick in black, red, blue, green and marble. Also 5.5-quart in Stainless Steel.



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T ZOJIRUSHI AMERICA CORP.

Fish Roaster - EF-VPC

The Fish Roaster is a convenient countertop appliance for roasting fish and other foods such as chops, chicken and steak. Top and bottom heating elements



ensure even cooking without flipping foods, and the new platinum catalytic filter on this model reduces 90% of smoke and odor. The extra-wide roasting rack accommodates large fish and meats.

VE Hybrid Water Boiler & Warmer - CV-DCC40/50

Different types of tea require specific temperatures to bring out their distinct flavors. The VE Hybrid Water Boiler & Warmer allows users to choose from 4 different temperatures, and the water stays hot as long as the unit is plugged in. VE stands for Vacuum-Electric hybrid. Its stainless steel, double-insulation wall, including a layer of vacuum insulation, keeps water hot with very little electricity.



Food Jars & Stainless Mugs

Zojirushi has added a new food jar and new stainless mugs to their expansive line of vacuum insulated products. The Food Jar has a larger capacity (18.5-oz) and new design, and comes in stainless and metallic red. The new mugs are available in an array of stylish new colors, and keep beverages hot or cold for extended periods of time.



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